

## **Abstract**

**Titel:** Communication campaign of adidas Czech Republic for Energy Boost product

**The Objective of the Thesis:** The objective of this Bachelor thesis is to propose enhancements and recommendations to adidas Czech Republic on their communication campaign related to the launch of Energy Boost product. The recommendations come from a primary analysis of the campaign.

**Method:** Multiple methods of qualitative analysis were used in the research section of the thesis. The communication campaign was analyzed using a case study, direct observation, and document analysis. The data collection process was facilitated by a structured interview with an employee of the marketing department of adidas Czech Republic.

**Results of the Bachelor thesis:** The conclusion of the paper evaluates the communication campaign and proposes improvements to its implementation. Guerrilla marketing, creation of a training group before the Runczech.com event, promotion of the product in specific institutions, and the “adidas vás naučí běhat!” project are among the notable suggestions. The cost of these enhancements was estimated to approximately CZK 220,000.

**Key words:** Communication, promotion, campaign, sales support, advertisement